



# COUNTY OF LOS ANGELES

## DEPARTMENT OF PUBLIC WORKS

*"To Enrich Lives Through Effective and Caring Service"*

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GAIL FARBER, Director

ADDRESS ALL CORRESPONDENCE TO:  
P.O. BOX 1460  
ALHAMBRA, CALIFORNIA 91802-1460

February 14, 2012

## ADOPTED

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

26 February 14, 2012

*Sachi A. Hamai*  
SACHI A. HAMAI  
EXECUTIVE OFFICER

Dear Supervisors:

**AMENDMENT TO CONTRACT NO. 001726 FOR THE SOUTHERN CALIFORNIA  
ALTERNATIVE TECHNOLOGY PUBLIC OUTREACH IMPLEMENTATION PLAN  
(ALL SUPERVISORIAL DISTRICTS)  
(3 VOTES)**

### **SUBJECT**

This action is to extend the current contract term for an additional 12 months for the Southern California Alternative Technology Public Outreach Implementation Plan to complete tasks associated with facilitating the development of demonstration and commercial solid waste conversion technology projects.

### **IT IS RECOMMENDED THAT YOUR BOARD:**

1. Approve amending Contract No. 001726 with Cerrell Associates, Inc., for the Southern California Alternative Technology Public Outreach Implementation Plan to extend the current term of this contract for an additional 12 months commencing on March 1, 2012, to allow additional time to complete tasks associated with facilitating the development of demonstration and commercial solid waste conversion technology projects without increasing the authorized contract amount, which remains at \$896,915. This will extend the current contract term to 73 months with two 1-year renewal options remaining.
2. Authorize the Director of Public Works or her designee to execute the amendment upon proper execution by the contractor and approval as to form by County Counsel; to approve and execute amendments to incorporate necessary changes within the scope of work; and to suspend work if, in the opinion of the Director of Public Works or her designee, it is in the best interest of the County of Los Angeles to do so.

## **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

This action is to extend the current contract term for an additional 12 months for the Southern California Alternative Technology Public Outreach Implementation Plan to complete tasks associated with facilitating the development of demonstration and commercial solid waste conversion technology projects without an additional contract amount. When developed, these projects will benefit County residents by reducing dependence on landfill disposal, creating local green collar jobs, and producing biofuels and renewable energy.

### **Implementation of Strategic Plan Goals**

The Countywide Strategic Plan directs the provision of Operational Effectiveness (Goal 1) and Community and Municipal Services (Goal 3). The contractor who has the specialized expertise to provide these services accurately, efficiently, timely, and in a responsive manner will support the Department of Public Works (Public Works) in meeting these goals.

## **FISCAL IMPACT/FINANCING**

There will be no impact to the County General Fund.

The aggregate contract amount for the 73-month contract term (including the 12-month extension) remains at \$896,915 (which includes \$116,989 authorized for procurement of outreach materials).

Funding for this service is available in the Fiscal Year 2011-12 Solid Waste Management Fund Budget and will be included in the recommended Fiscal Year 2012-13 Solid Waste Management Fund Budget. Funds for the contract's optional years will be requested through the annual budget process.

## **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

On January 30, 2007, Agenda Item 43, your Board approved Contract No. 001726, with Cerrell Associates, Inc., located in Los Angeles, California, for the Southern California Alternative Technology Public Outreach Implementation Plan, authorizing an aggregate contract sum not to exceed \$558,245 (which included \$72,815 for contingency that was committed for procurement of outreach materials). The contract was for an initial term of 36 months with two 1-year renewal options for a maximum potential contract term of five years.

In accordance with the motion passed by your Board on June 16, 2009, Public Works negotiated with the contractor to accept a 9 percent cost reduction without any reduction in the goods and services provided to the County in exchange for a two-year contract term extension for a maximum potential contract term of seven years. This extension increased the contract sum by \$169,335.20 annually resulting in an increased aggregate contract sum from \$558,245 to \$896,915. The second extension year of the initial term of the contract was extended for an additional 30 days effective January 30, 2012, through and including February 29, 2012, in accordance with the contract.

In 2012 the first solid waste conversion technology demonstration project in Southern California is scheduled to break ground. This project will divert materials from landfills, create jobs, and generate green energy. In order for this project to be successful, it is critical that an effective and consistent outreach plan is deployed. Within the current scope of work, the contractor is tasked with

implementing a facility-oriented outreach strategy. The timeline for this task has been delayed as no facility has yet reached the point where public education services are required. Furthermore, Public Works' utilization of the contractor's public education and outreach services was reduced during some periods of the contract when more focus was needed in developing the technical aspects of the demonstration and commercial projects and preparing these projects for start-up.

Because of these developments, when the contract expires on February 29, 2012, unexpended funds from the original contract amount will remain. These remaining funds cannot be used during the two 1-year renewal options. Extending the original contract term by 12 months would enable Public Works to utilize these funds to complete these critical tasks in order to advance conversion technology development. Public Works is in need of continued services for an additional contract year and will utilize previously authorized but unexpended funds for tasks in the scope of work not yet completed.

In addition to this demonstration project, the contractor will be assisting the County with outreach to over 24 site owners and operators who have expressed interest in developing a conversion technology project at their properties. To enhance the program success, outreach to the surrounding communities must be proactive and consistent.

The contractor is skilled in addressing the complex political and community issues associated with these projects and is engaged with the key stakeholders. In the second quarter of 2011, the contractor added a subcontractor to assist the County with public outreach to elected officials and key decision-makers at State agencies, such as the California Energy Commission and CalRecycle. This component of the contract is very successful and has resulted in key interactions with the Brown Administration. Continued outreach is critical to establishing a Statewide regulatory or legislative pathway for the development of conversion technology facilities Countywide.

The scope of work has not changed or expanded; however, the pace and potential volume of project development in Los Angeles County has increased over the past year requiring the ability to perform continued outreach through 2015.

The amendment, which is substantially reflected in the Enclosure, will extend the current contract term for an additional 12 months commencing on March 1, 2012, with no additional contract expenditure authority required. The Director of Public Works or her designee will execute the amendment in accordance with your Board's authorization and only upon proper execution by the contractor and approval as to form by County Counsel. All terms, conditions, requirements, prices, and specifications of the contract will remain unchanged.

### **ENVIRONMENTAL DOCUMENTATION**

In accordance with Section 15378 of the California Environmental Quality Act Guidelines (CEQA), approval of the recommended action does not constitute a project and, hence, is not subject to the requirements of CEQA.

### **IMPACT ON CURRENT SERVICES (OR PROJECTS)**

Approval of the amendment will continue the current contract services.

**CONCLUSION**

Please return one adopted copy of this letter to the Department of Public Works, Administrative Services Division.

Respectfully submitted,

A handwritten signature in cursive script that reads "Gail Farber".

GAIL FARBER

Director

GF:GZ:cg

Enclosures

c: Chief Executive Office (Rita Robinson)  
County Counsel  
Executive Office

## AMENDMENT 2 TO CONTRACT NO. 001726

SOUTHERN CALIFORNIA ALTERNATIVE TECHNOLOGY PUBLIC OUTREACH  
IMPLEMENTATION PLAN

THIS AMENDMENT, made and entered into this \_\_\_\_ day of \_\_\_\_\_, 2012, by and between the COUNTY OF LOS ANGELES, a subdivision of the State of California, a body corporate and politic (hereinafter referred to as COUNTY) and CERRELL ASSOCIATES, INC., a California corporation (hereinafter referred to as CONTRACTOR).

WITNESSETH

WHEREAS, Contract No. 001726 was entered into between the COUNTY and the CONTRACTOR, on February 16, 2007, to develop and implement a public outreach campaign aimed at increasing the public's awareness and understanding of conversion technologies within the County areas commencing on January 30, 2007, for a period of 36 months with two 1-year renewal options; and

WHEREAS, the COUNTY, in accordance with the motion passed by the Board of Supervisors on June 16, 2009, negotiated with the CONTRACTOR to accept a cost reduction without any reduction in the goods and services provided to the COUNTY in exchange for a two-year contract term extension; and

WHEREAS, Amendment 1 was entered on October 6, 2009, to extend the initial term for two years starting January 30, 2010, for a period of two years through, and including, January 29, 2012, with a 9 percent cost reduction of all rates specified in Form PW-2.1 (Schedule of Prices); and

WHEREAS, the second extension year of the current term of the Contract was extended for an additional 30 days in accordance with the Contract, Exhibit B, Section 2.CC, Changes and Amendments of Terms, effective January 30, 2012; and

WHEREAS, the second extension year of the current term of the Contract is set to expire on February 29, 2012, with two additional 1-year renewal options remaining; and

WHEREAS, the COUNTY and CONTRACTOR desire to extend the current contract term for an additional 12 months commencing on March 1, 2012, to complete tasks associated with facilitating the development of demonstration and commercial solid waste conversion technology projects without increasing the previous contract amount.

WHEREAS, the CONTRACTOR is willing to continue to provide the service, under the Contract's existing terms and conditions, during the contract period as extended under this AMENDMENT at the same rates; and

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NOW, THEREFORE, in consideration of these facts and payment to be made by the COUNTY, the COUNTY and the CONTRACTOR agree that Contract No. 001726 between them shall be amended as follows:

**FIRST:** The current term of the Contract shall be extended for an additional 12 months commencing on March 1, 2012, through and including March 31, 2013, for an aggregate not to exceed contract amount of \$896,915 (which includes the contingency amount of \$116,989) for the entire term or such greater amount that the Board may approve. Thereafter, the COUNTY may, at its sole discretion, exercise two 1-year renewal options at an annual amount of \$169,335.20 (including \$22,087.20 for contingency) for each of the remaining two option years or such greater amount that the Board may approve.

SECOND: Except as modified in the AMENDMENT, all terms, conditions, requirements, and specifications of the Contract as amended shall remain in full force and effect.

[illegible]

IN WITNESS WHEREOF, the COUNTY has, by order of its Board of Supervisors, caused these presents to be subscribed by the Director of Public Works, and the CONTRACTOR has subscribed its name by and through its duly authorized officers, as of the day, month, and year first written above.

COUNTY OF LOS ANGELES

By \_\_\_\_\_  
Director of Public Works

APPROVED AS TO FORM:

JOHN F. KRATTLI  
Acting County Counsel

By \_\_\_\_\_  
Deputy

CERRELL ASSOCIATES, INC.

By \_\_\_\_\_  
Its President

\_\_\_\_\_  
Type or Print Name

\_\_\_\_\_  
Date

By \_\_\_\_\_  
Its Secretary

\_\_\_\_\_  
Type or Print Name

\_\_\_\_\_  
Date